



Network Assessment Strategy

Hal Clark

IP Telephony

Contact Centers

Mobility

Services

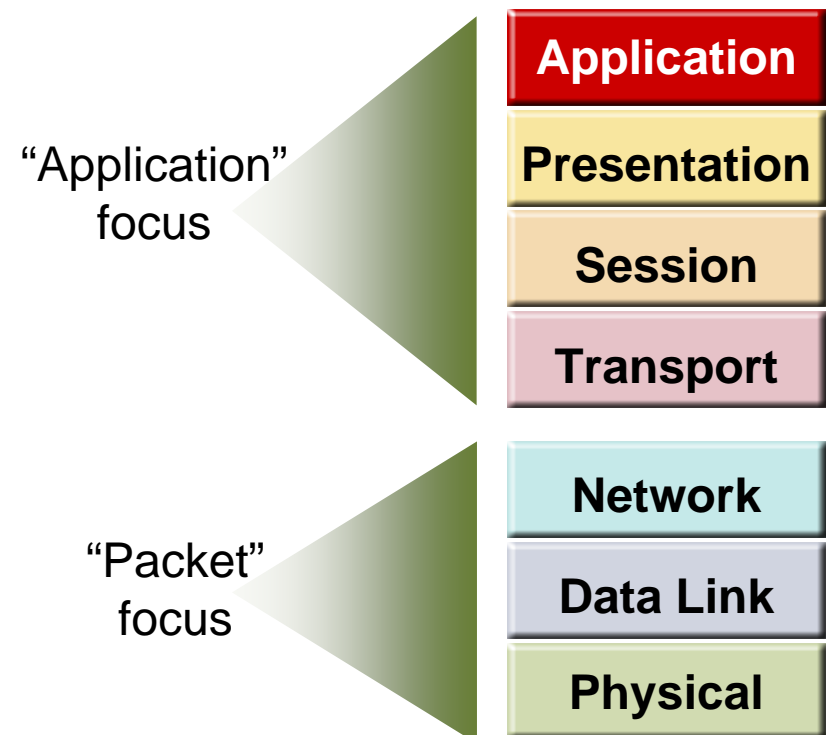
Outline

- Application performance assurance
- Application Assurance Networking
- Allot partnership

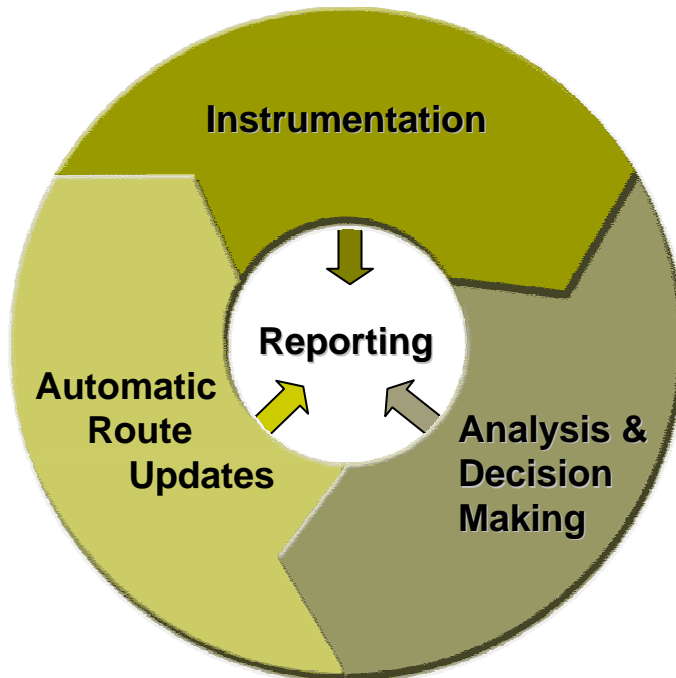
Networked Applications vs. Networks

- **High-value applications** connect people and businesses on a global scale
 - A focus on **making applications work** over networks so that users are effective

- Networks are for moving packets



Application Assurance Networking



1. **Monitor** the application delivery infrastructure
2. **Assess** the effective application quality
3. **Act** manual or active optimization
4. **Report** conditions and decisions

Why Monitor All of the Network?

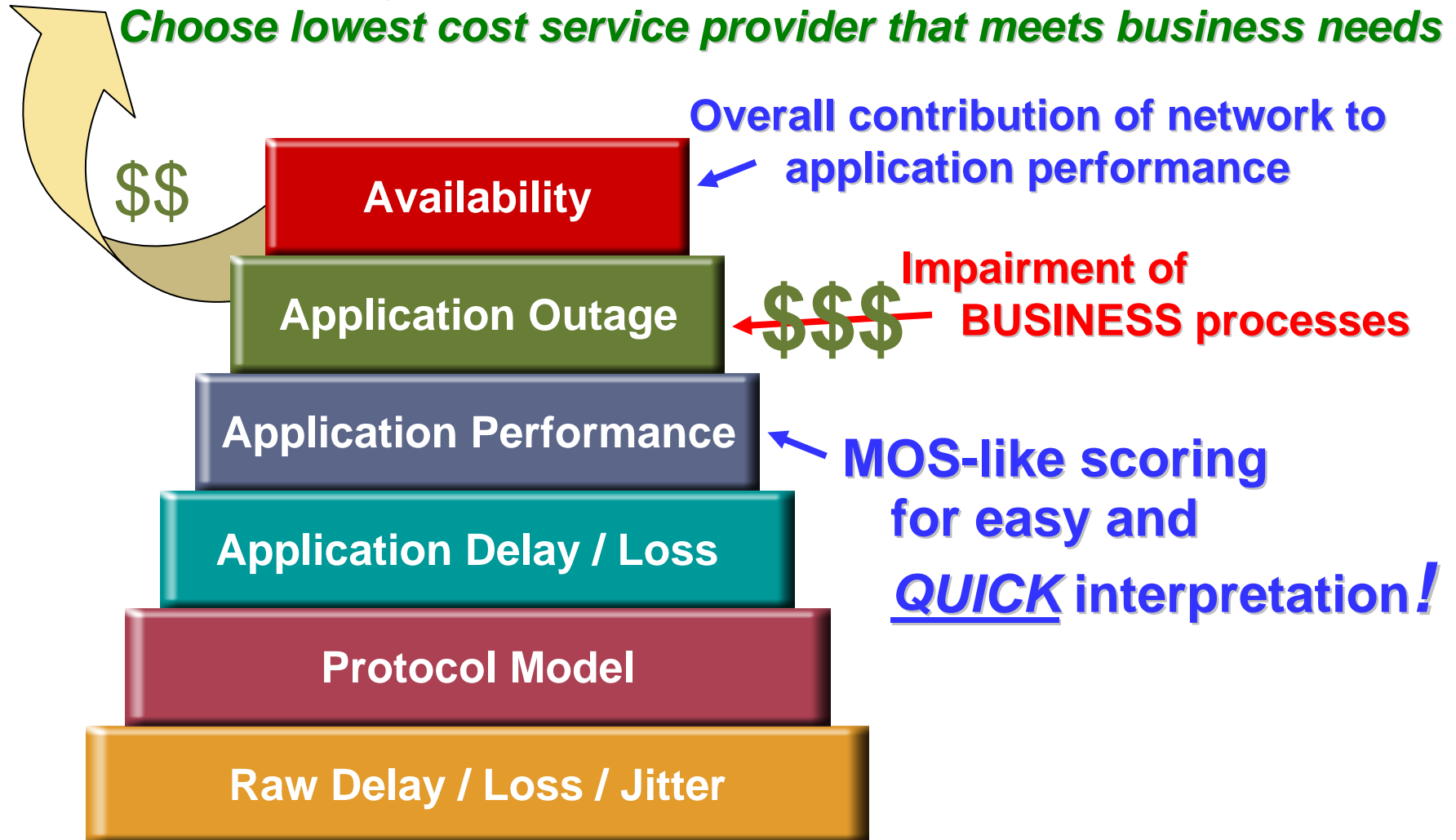
- High applications availability and the corresponding positive user experience starts with comprehensive visibility
- You can not manage what you do not know about
- IP networks are not consistent like traditional telephony networks
- Network design and high SLA contracts do not guarantee application performance



Assessing Application Quality

Collect on SLA outages

Choose lowest cost service provider that meets business needs



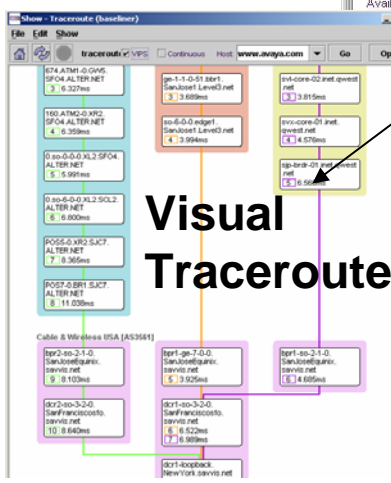
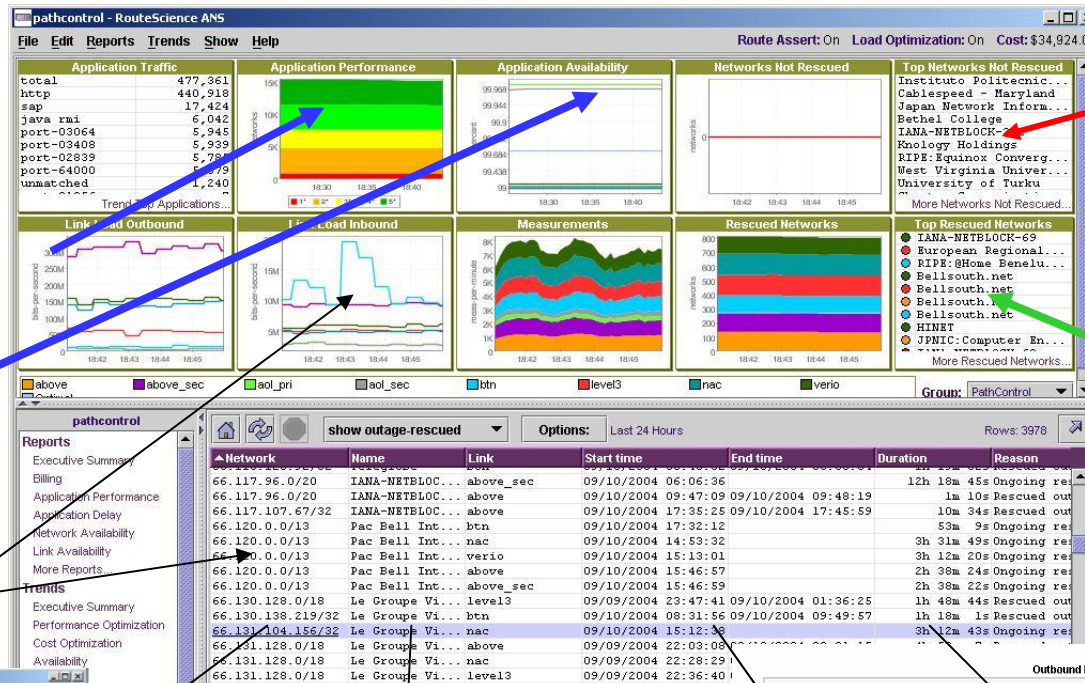
Application Performance Visualization

Network-Wide
Application Performance Score and Availability

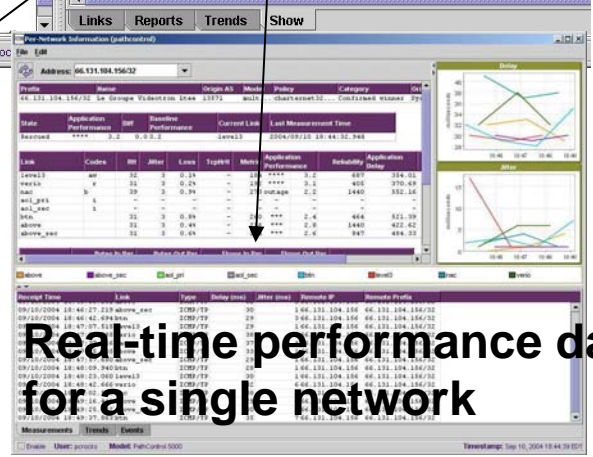
Service Provider Performance

Application Outages

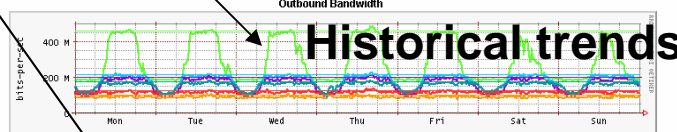
Improved User Experiences



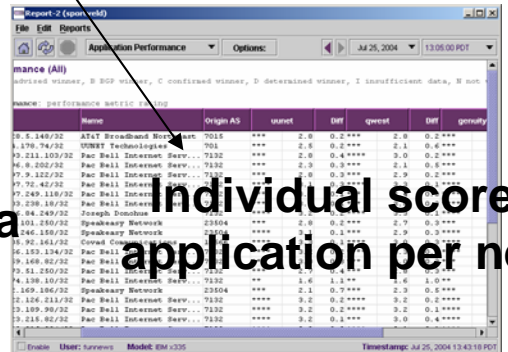
Visual Traceroute



Real-time performance data for a single network



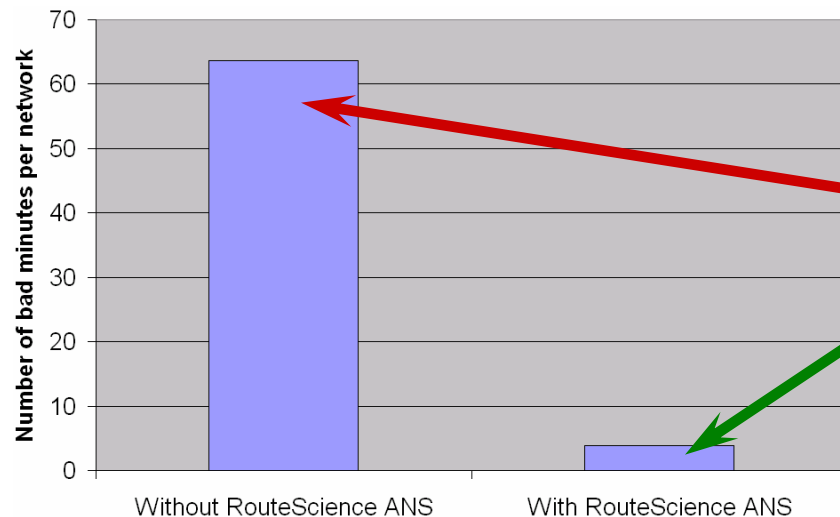
Historical trends



Individual scores per application per network

Automation for Availability

- Fewer user complaints
- Fewer failed transactions
- Faster transactions
- More resources for advanced business objectives



Scenario	Bad Minutes	Availability
Before AAN	63.7	99.63%
After AAN	3.8	99.98%

- More capacity for business transactions
- Greater reliance on IP-based solutions
- More confidence in Avaya

Automation for Expense Control



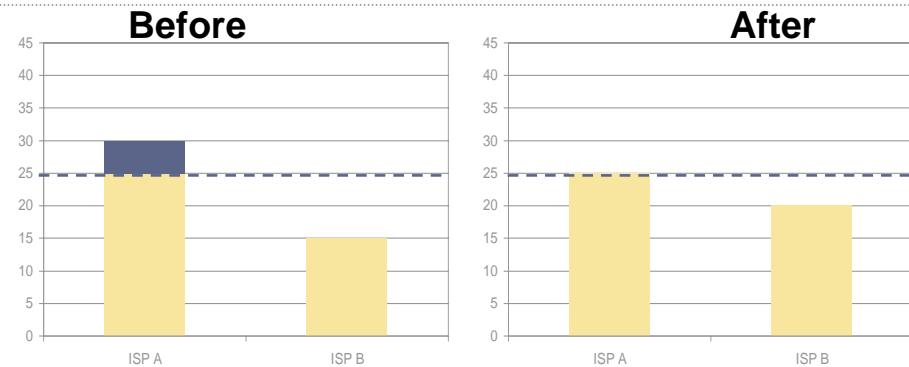
Move from premium-priced Tier-1 ISPs to low-cost ISPs

and/or...

Negotiate better pricing with existing providers

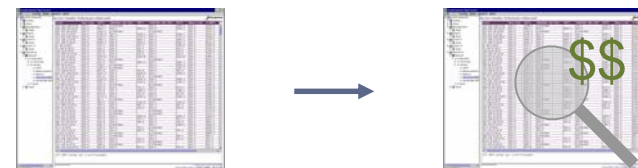
Allocate traffic to avoid bursting above ISP contractual minimum commitments

Minimum Commit



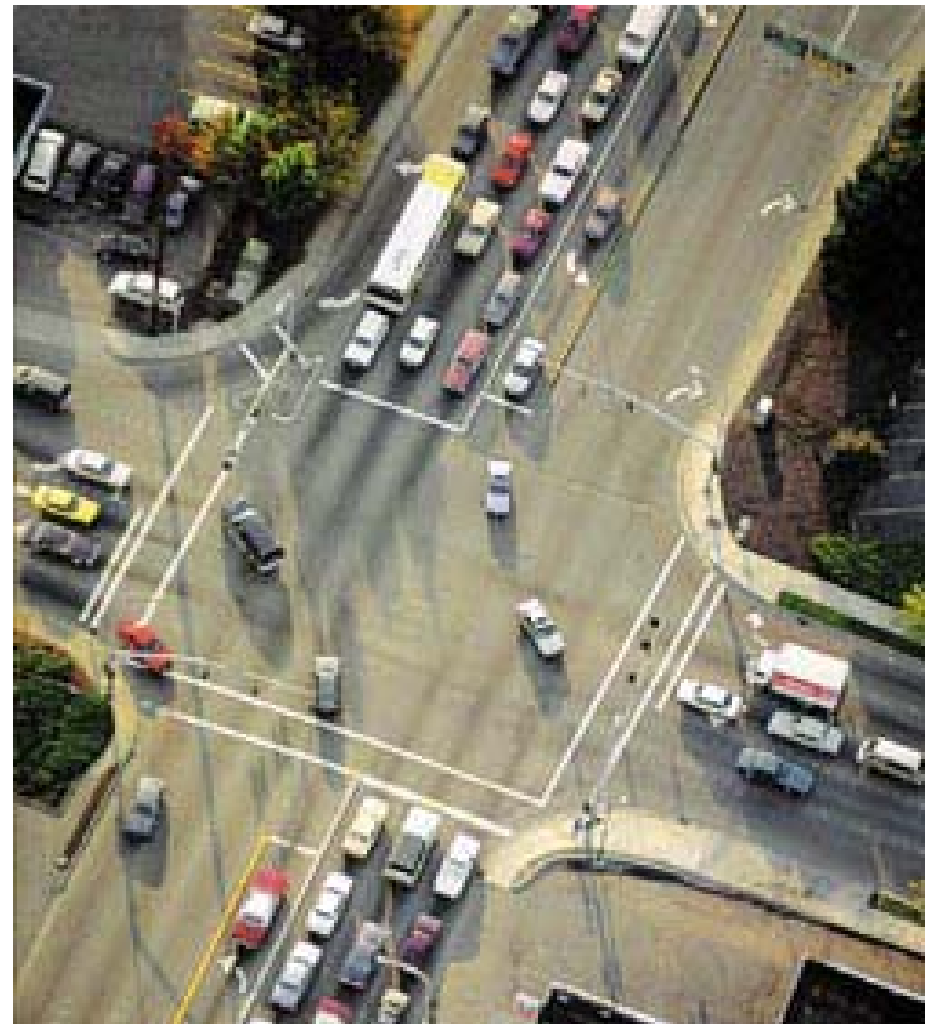
Safely run ISP links "hotter"

Collect on SLAs



Allot Traffic Management

- Reduce bandwidth demand
 - Make room for critical traffic
 - Voice and video
 - Applications
 - Application precedence
- Alternate network traffic tap and analysis
- Complementary to route optimization





AVAYA

AVAYA

**COMMUNICATIONS
AT THE HEART OF BUSINESS**